

## ABSTRACT

The invention provides a computer network system and a method of using the system to influence consumer retail store shopping behavior by offering a consumer an incentive to shop at first retail store if data analysis indicates that the consumer is likely to shop at a store competing for the consumer's business. The invention also provides means for determining the value and conditions imposed upon the consumer receiving the incentive offered based upon data indicating the differential value to the consumer in shopping at the competing retail store instead of the first retail store and data indicating the value to the first retail store of the consumer's anticipated purchase, if that purchase is made from the first retail store.